

# Retail Business

**Index: July 1970 - July 1979**

**Nos. 143-257**

a monthly research journal  
covering consumer goods markets,  
marketing and distribution  
in the UK



E·I·U

**The Economist  
Intelligence Unit Ltd**



# Publications

a wide ranging information service

## Quarterly Economic Reviews Service

### European Trends

*quarterly with annual supplement*: Briefs subscribers about new EEC legislation and allied developments; interprets the evolving situation.

### Marketing in Europe

*monthly*: Similar to *Retail Business*, but covers markets in continental Western Europe.

### Multinational Business

*quarterly*: A guide to multinational corporate enterprise. Each issue contains reports ranging from analysis of economic and political conditions to aspects of government policies specifically relevant to multinational corporations.

### Paper & Packaging Bulletin

*quarterly*: Provides concise analyses of trends in paper, its raw materials and plastic packaging products for consumers and producers.

Every Quarter, 81 separate Reviews together cover 160 countries, providing a concise and cost-effective service of business-oriented analysis of the latest economic indicators. In an international environment where countries can swing very fast from boom to recession – and back again – a subscription to the Quarterly Economic Reviews Service is one sure way of always knowing where the growth is, and where changes are going to come.

### Rubber Trends

*quarterly*: Emphasises the study of long-term developments, analyses the outlook for the main consuming countries and reports on trends in rubber-using industries.

### International Tourism Quarterly

Authoritative analysis and evaluation of market and industry trends for operators, carriers, hotels and official tourism organisations.

### Motor Business

*quarterly*: A research publication providing an analysis of trends in and forecasts of international automotive industries and markets.

### EIU Outlooks

*These are annual publications*. One provides forecasts of trends in the economies of over 150 countries, and the other two are concerned with trends in commodities – one covers *Industrial Raw Materials* and the other *Food, Feedstuffs and Beverages*.

### EIU Special Reports

Each is devoted to a single major topic, and provides in-depth analyses of major issues and problems.

### EIU Multi-Client Studies

Special industrial market studies, featuring extensive original research, are produced regularly.

*Full details of the above publications and lists of Special Reports and Multi-Client Studies are available from: The Subscription Department*

## The Economist Intelligence Unit Ltd

Spencer House, 27 St. James's Place, London SW1A 1NT

*or from*

The Economist Intelligence Unit (Europe) S.A. Avenue Louise 137/5, B-1050 Brussels

# Retail Business

## Index: July 1970–July 1979

### Nos. 143–257

RETAIL BUSINESS is a monthly journal concerned with consumer goods markets and marketing in the UK. Its reports and features contain the results of original research into all aspects of the subject and also collate existing material, from a wide range of sources, in a convenient and readily accessible form.

A continually expanding and up to date reference library is provided, which is an invaluable source of market information to all concerned in consumer goods markets. Each issue contains a Trade Review, a Product Review and 3 Special Reports on different consumer markets. From time to time shorter, updating reports are published as well as company profiles and an Economic Review.

#### INDEX CONTENTS

	page
Index of product reviews . . . .	2
Index of trade reviews . . . .	2
Key to issue numbers 143–257 . . . .	3
Alphabetical index . . . .	5
Subject index . . . .	11

An index for issues 1–142 is available on request.

#### Subscriptions

£120 (US \$248) for 12 monthly issues; duplicate subscription (2nd and subsequent copies) £47 (US \$124) per year. Airmail postage: £12 (US \$30) Surface mail £4 (US \$10).

Single issues to non subscribers:- £20 each (US \$50) under 12 months old, £12 each (US \$32) over 12 months. Airmail postage for single copies £1 (US \$2.50).



**The Economist  
Intelligence Unit Ltd**

Spencer House, 27 St. James's Place, London SW1A 1NT

© 1979 All Rights Reserved

## Key to features

### Trade Review

Each month this feature examines one main retail sector, eg, mail order, self-service and supermarkets, hardware and ironmongery. Each retail sector is covered once a year and there is an annual review of retailing as a whole, published in April each year.

### Index of Trade Reviews

Month	Sector
January	Clothing and Footwear
February	Furniture Shops
March	Hardware and Ironmongers
April	Annual Review of Retailing
May	Cooperatives
June	Confectioners, Tobacconists and Newsagents, Booksellers and Stationers
July	Department Stores
August	Mail Order
September	Chemists and Photographic Shops
October	Consumer Durable Shops
November	Grocers and Supermarkets
December	Specialist Food Shops

### Special Reports

All unclassified reports are Special Reports. The majority are detailed profiles of a consumer goods market showing its size, composition, distribution, pricing, promotion and growth trends. Others analyse aspects of retailing and marketing methods. Over 30 Special Reports are published every year, each with an average length of some 3,000 words.

### Product Review

This feature examines each product sector at six-monthly intervals, providing regular information on production, consumption, consumer spending and short term prospects.

### Index of Product Reviews

Month	Subject
January	Clothing, Footwear and Household Textiles
February	Furniture and Leisure Goods
March	Chemists' and Household Goods
April	Domestic Appliances and Sound Equipment
May	Food
June	Alcoholic Drink and Tobacco
July	Clothing, Footwear and Household Textiles
August	Furniture and Leisure Goods
September	Chemists' and Household Goods
October	Domestic Appliances and Sound Equipment
November	Food
December	Alcoholic Drink and Tobacco

### Economic Review

These appear quarterly in January, April, July and October each year and examine the economic prospects for up to five years ahead with special emphasis on trends in consumer spending and retail sales.

## Key to issue numbers

**Issue      Date**

143	January	1970	183	May	1973	223	September	1976
144	February	1970	184	June	1973	224	October	1976
145	March	1970	185	July	1973	225	November	1976
146	April	1970	186	August	1973	226	December	1976
147	May	1970	187	September	1973	227	January	1977
148	June	1970	188	October	1973	228	February	1977
149	July	1970	189	November	1973	229	March	1977
150	August	1970	190	December	1973	230	April	1977
151	September	1970	191	January	1974	231	May	1977
152	October	1970	192	February	1974	232	June	1977
153	November	1970	193	March	1974	233	July	1977
154	December	1970	194	April	1974	234	August	1977
155	January	1971	195	May	1974	235	September	1977
156	February	1971	196	June	1974	236	October	1977
157	March	1971	197	July	1974	237	November	1977
158	April	1971	198	August	1974	238	December	1977
159	May	1971	199	September	1974	239	January	1978
160	June	1971	200	October	1974	240	February	1978
161	July	1971	201	November	1974	241	March	1978
162	August	1971	202	December	1974	242	April	1978
163	September	1971	203	January	1975	243	May	1978
164	October	1971	204	February	1975	244	June	1978
165	November	1971	205	March	1975	245	July	1978
166	December	1971	206	April	1975	246	August	1978
167	January	1972	207	May	1975	247	September	1978
168	February	1972	208	June	1975	248	October	1978
169	March	1972	209	July	1975	249	November	1978
170	April	1972	210	August	1975	250	December	1978
171	May	1972	211	September	1975	251	January	1979
172	June	1972	212	October	1975	252	February	1979
173	July	1972	213	November	1975	253	March	1979
174	August	1972	214	December	1975	254	April	1979
175	September	1972	215	January	1976	255	May	1979
176	October	1972	216	February	1976	256	June	1979
177	November	1972	217	March	1976	257	July	1979
178	December	1972	218	April	1976			
179	January	1973	219	May	1976			
180	February	1973	220	June	1976			
181	March	1973	221	July	1976			
182	April	1973	222	August	1976			

An index to issues 1-142 is available on request to the  
 Subscription Department, Reference Retail  
 Business, Spencer House, 27 St. James's Place,  
 London SW1A 1NT.

## Issues out of stock

Issues 1-225 are out of stock.

## Photo copies for out-of-stock issues

Photo copies of articles or issues that are out of print can be obtained from the Subscription Department, Reference Retail Business Back Numbers, Spencer House, 27 St. James's Place, London SW1A 1NT.

## Off-prints of Retail Business reports

Many subscribers find that off-prints of Retail Business Special Reports are of great value to their organisation, eg for issue to the sales force, general issue at head office, issue to all shops in the chain etc.

Reprints are an economical way of acquiring Retail Business articles in bulk, and an individual quotation will be made on request. The minimum is 30 copies.

For further details, please contact the Business Manager.

## Marketing in Europe

### a marketing service

This monthly publication provides independent and detailed analyses of markets for specific consumer products and services in Europe in the same manner as Retail Business covers the UK. Systematic assessments are made of the factors affecting consumer spending against a background of the general business climate. The publication deals primarily with the EEC countries, although EFTA and other European markets are also covered.

#### Each issue contains the following:

**Marketing Roundup** News items concerning the marketing of consumer products.

**Trade Review and Forecast** Inter-country comparisons are made of the main consumer product groups on an annual basis, with details of trends in consumption, market shares, distribution, packaging, prices, etc.

**Special Reports (three in each issue)** These reports analyse markets for specific products and aspects of marketing them, both in individual countries, and, from time to time, on a comparative basis. Each report

concludes with a forecast of the market's future development. The trends in other European markets and in the UK are indicated briefly.

### Subscriptions

£120 for 12 monthly issues and index.

£60 for a subscription to one of the three product groups covered four times each year.

These are (a) food, drink, tobacco, (b) clothing, furniture, leisure goods, (c) chemist goods, household goods, domestic appliances.

A subject index and further details may be obtained from:

The Editor, 'Marketing in Europe',  
The Economist Intelligence Unit (Europe) SA,  
137 Avenue Louise,  
Brussels, Telephone 538 29 30

The Economist Intelligence Unit Ltd,  
Spencer House, 27 St James's Place,  
England, SW1A 1NT, England  
Telephone 01-493 6711

# Alphabetical index

Lists Special Reports omitting Economic Reviews

	Issue	Date		Issue	Date
Adhesive: Small First-Aid Dressings	154	Dec 70	—: Hand-held	245	Jul 78
Advertising: Television	143	Jan 70	Cameras: Still	158	Apr 71
Aerosol Packaging	165	Nov 71	Camping and Camping Equipment	159	May 71
After Shave Lotions and Creams	153	Nov 70	Camping Equipment	228	Feb 77
Audio Equipment (Part 1)	210	Aug 75	Canned Fish	193	Mar 74
— (Part 2)	211	Sep 75	Canned Fruit	168	Feb 72
Audio Products (Part 1)	251	Jan 79	—	193	Mar 74
— (Part 2)	252	Feb 79	—	247	Sep 78
— (Part 3)	253	Mar 79	Canned Meat	190	Dec 73
Baby Foods	213	Nov 75	Canned Milk Puddings	157	Mar 71
Bacon	164	Oct 71	Canned Vegetables	171	May 72
—	241	Mar 78	—	249	Nov 78
Bakery and Traditional Desserts	157	Mar 71	Car Accessories	174	Aug 72
Bath Additives	231	May 77	Car Entertainment: In-	245	Jul 78
Batteries: Dry Cell	194	Apr 74	Car Hire: Selfdrive	247	Sep 78
—	239	Jan 78	Car Polishes and Shampoos	144	Feb 70
Bed Linen	229	Mar 77	Carbonated Soft Drinks	176	Oct 72
Beds	204	Feb 75	—	214	Dec 75
Beef and Veal	181	Mar 73	—	251	Jan 79
Beer: Bottled, Canned and Draught	146	Apr 70	Carpets	158	Apr 71
Beer (Part 1)	174	Aug 72	Cash and Carry Wholesaling	164	Oct 71
— (Part 2)	175	Sep 72	—	200	Oct 74
—	226	Dec 76	(Part 1)	225	Nov 76
Bicycles	171	May 72	— (Part 2)	226	Dec 76
—	232	Jun 77	—	248	Oct 78
Biscuits	196	Jun 74	Catering: Annual Review of	220	Jun 76
—	241	Mar 78	—	238	Dec 77
Blankets	196	Jun 74	—	255	May 79
— Electric	163	Sep 71	Catering and Hotels Industry:		
—	205	Mar 75	Future of	146	Apr 70
Book Clubs	198	Aug 74	Central Heating	145	Mar 70
Books (Part 1)	149	Jul 70	Cereals: Ready-to-Eat Breakfast	152	Oct 70
— (Part 2)	150	Aug 70	—	238	Dec 77
— (Part 1)	201	Nov 74	Changing Patterns in Smoking	172	Jun 72
— (Part 2)	202	Dec 74	Cheese: Natural	155	Jan 71
Branding: Private:			—	210	Aug 75
In Grocery Trade	166	Dec 71	—: Packeted and Processed	156	Feb 71
Bread	143	Jan 70	Chickens: Broiler, in the UK	189	Nov 73
—	176	Oct 72	China, Pottery and Glass Tableware		
—	220	Jun 76	— (Part 1)	206	Apr 75
Breakfast Cereals: Ready-to-Eat	152	Oct 70	— (Part 2)	207	May 75
—	238	Dec 77	Chocolate and Sugar Confectionery	152	Oct 70
Brewing and the UK Beer Market			—	201	Nov 74
(Part 1)	174	Aug 72	—	235	Sep 77
— (Part 2)	175	Sep 72	Christmas Retailing	143	Jan 70
Broiler Chickens in the UK	189	Nov 73	Cider	195	May 74
Butter and Margarine	161	Jul 71	—	254	Apr 79
—	221	Jul 76	Cigarette Lighters	147	May 70
Cakes	151	Sep 70	—	257	Jul 79
—	192	Feb 74	Cigarettes and Cigars	150	Aug 70
and Pastries	246	Aug 78	— and Hand Rolling Tobacco	212	Oct 75
Calculators	203	Jan 75	Cigars	215	Jan 76
			—: Cigarettes and	150	Aug 70
			Cinemas	145	Mar 70
			—	177	Nov 72
			—	253	Mar 79

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Cleaning Products	242	Apr 78	Disinfectants: Household	254	Apr 79
Clocks and Watches	191	Jan 74	Distribution Selling: Food		
Coffee	213	Nov 75	Brokers and	187	Sep 73
—: Instant	169	Mar 72	—	190	Dec 73
—	244	Jun 78	Distribution: The Mechanics of		
Cologne and Perfume	170	Apr 72	— (Part 1)	215	Jan 76
Concentrated Soft Drinks	214	Dec 75	— (Part 2)	217	Mar 76
Confectioner—Tobacconist—News-			Do-it-Yourself (Part 1)	182	Apr 73
paper Shops	175	Sep 72	— (Part 2) Handtools	183	May 73
Confectionery: Sugar and Chocolate	152	Oct 70	— (Part 3) Materials	184	Jun 73
—	201	Nov 74	— (Part 4) Wood	185	Jul 73
Consumer Credit Bill	196	Jun 74	Domestic Appliances: Cookers	218	Apr 76
—	221	Jul 76	—: Dishwashers	179	Jan 73
Consumer Expenditure Patterns	170	Apr 72	—	232	Jun 77
Consumer Goods: Pricing	163	Sep 71	—: Freezers	199	Sep 74
Contraceptives	210	Aug 75	—	232	Jun 77
Convenience Desserts	149	Jan 70	—: Refrigerators	147	May 70
Convenience Meals	142	Dec 69	—	233	Jul 77
Cookers	151	Sep 70	—: Washing Machines	177	Nov 72
—	218	Apr 76	—	222	Aug 76
Cooking Oils and Fats	148	Jun 70	Domestic Insecticides	165	Nov 71
—	244	Jun 78	Domestic Lighting	250	Dec 78
Cosmetics: (Part 1 - Introduction)	167	Jan 72	Dress Fabrics	211	Sep 75
— (Part 2 - Lipstick	169	Mar 72	Dresses: The Market for Women's	186	Aug 73
- Manicure Preparations			Drinking Habits: Changing Patterns of	192	Feb 74
- Eye Make Up)			Drinkware: Glass	252	Feb 79
— (Part 3 - Face Cream &			Dry Cleaners and Laundries	167	Jan 72
Skin Care Products			—	228	Feb 77
- Perfumes and Toilet			Easter Eggs	194	Apr 74
Waters			Economies of Scale in Retailing	175	Sep 72
- Make Up and Face			Economy 1973-74: Prospects for	185	Jul 73
Powders)			EEC Tariffs: Canned Fruit & Fish	193	Mar 74
—: (Part 1) Lips, eyes, nails	234	Aug 77	Eggs	182	Apr 73
—: (Part 2) Skin Make-up	235	Sep 77	—	229	Mar 77
—: (Part 3) Face-care Products	236	Oct 77	Electric Blankets	163	Sep 71
—: (Part 4) Perfume	236	Oct 77	—	205	Mar 75
Cream	194	Apr 74	Electric Food Mixers	181	Mar 73
Credit Bill (Consumer)	196	Jun 74	Electric Lamps	144	Feb 70
—	221	Jul 76	Electric Plugs and Other Accessories	171	May 72
Credit Cards	155	Jan 71	Electric Shavers	152	Oct 70
Credit Trading by Retailers	192	Feb 74	—	239	Jan 78
Crisps: Potato	191	Jan 74	Electrical Retailing	193	Mar 74
—	243	May 78	Extracts: Meat and Vegetable	154	Dec 70
Dairy Products: Milk	158	Apr 71	Eye Make-Up	169	Mar 72
Decorative Laminates	143	Jan 70	—	234	Aug 77
Deep Freezers	159	May 71	Fabrics: Dress	211	Sep 75
Delicatessen Meat	217	Mar 76	—: Furnishing	214	Dec 75
Denture Cleaners	231	May 77	Face Creams and Skin Care Products	170	Apr 72
Department Stores: Future of	202	Dec 74	—	236	Oct 77
Desserts: Convenience	149	Jul 70	Face Powder and Make Up	170	Apr 72
—: Bakery and Traditional	157	Mar 71	—	235	Sep 77
—: Packaged Instant	203	Jan 75	Fats and Cooking Oils	148	Jun 70
—	234	Aug 77	Fatstock and Meat: Marketing of		
—: Refrigerated	162	Aug 71	— (Part 1)	183	May 73
Detergents: Synthetic and Soap	161	Jul 71	— (Part 2)	184	Jun 73
Development of Shrink Wrapping	178	Dec 72	Films: Photographic	146	Apr 70
Direct Selling	154	Dec 70	First Aid Dressings: Small Adhesive	154	Dec 70
Discotheques	166	Dec 71	Fish:		
Dishwashers	179	Jan 73	—: Canned	193	Mar 74
—	227	Jan 77	—: Fresh	146	Apr 70
Dishwashing Products	240	Feb 78			

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
—: Frozen	148	Jun 70	Hair Care Market	207	May 75
—: Wet	234	Aug 77	—: Products (Part 1)	247	Sep 78
Floorcoverings	159	May 71	— (Part 2)	248	Oct 78
Floor and Furniture Polish	155	Jan 71	Hairdressers	195	May 74
Flour	143	Jan 70	—	230	Apr 77
—	167	Jan 72	Handtools (DIY Part 2)	183	May 73
—	252	Feb 79	Health Foods	163	Sep 71
Flowers: Cut	209	Jul 75	—	213	Nov 75
Food Brokers and Distribution Selling			Heating: Central	145	Mar 70
— (Part 1)	187	Sep 73	Herbs, Pepper and Spices	228	Feb 77
— (Part 2)	190	Dec 73	Holidays:		
Food Mixers: Electric	181	Mar 73	Camping Equipment	159	May 71
Food Processors	249	Nov 78	—: Travel Agents	205	Mar 75
Footwear	152	Oct 70	Holloware: Stainless Steel	156	Feb 71
—	206	Apr 75	Home Freezers	199	Sep 74
—	254	Apr 79	Honey	163	Sep 71
Fortified Wines (Part 1)	169	Mar 72	Honey, Jam and Marmalade	197	Jul 74
— (Part 2)	170	Apr 72	—	230	Apr 77
— (Part 1)	222	Aug 76	Hosiery: Ladies'	229	Mar 77
— (Part 2)	224	Oct 76	Hotels: Future of Hotel and		
Freezers	159	May 71	Catering Industry	146	Apr 70
—: Domestic	199	Sep 74	Household Medicines (Part 1)	163	Sep 71
—	232	Jun 77	— (Part 2)	164	Oct 71
Fresh Fish	146	Apr 70	— (Part 1)	249	Nov 78
Fresh Fruit and Vegetables	151	Sep 70	— (Part 2)	250	Dec 78
— (Part 1)	184	Jun 73	Household Polishes	243	May 78
— (Part 2)	185	Jul 73	Household Disinfectants	254	Apr 79
Frozen Fish	148	Jun 70	Houseplants	183	May 73
Frozen Food	188	Oct 73	—		
—	227	Jan 77	Ice Cream	197	Jul 74
—: Retail Distribution of	198	Aug 74	In-Car Entertainment	245	Jul 78
Fruit: Canned	168	Feb 72	Insecticides: Domestic	165	Nov 71
—	193	Mar 74	Instant Coffee	169	Mar 72
—	247	Sep 78	—		
Fruit Juices	215	Jan 76	Jam and Marmalade	153	Nov 70
—	255	May 79	—	197	Jul 74
Fruit and Vegetables: Fresh	151	Sep 70	—	230	Apr 77
— (Part 1)	184	Jun 73	Jeans	216	Feb 76
— (Part 2)	185	Jul 73	Juices: Fruit	215	Jan 76
Fuel & Lighting (Domestic)	189	Nov 73	—	255	May 79
Furnishing Fabrics	214	Dec 75	Kitchen Furniture (Part 1)	223	Sep 76
Furniture: (Part 1)	205	Mar 75	— (Part 2)	224	Oct 76
— (Part 2)	206	Apr 76	Kitchen Gadgets:		
— (Part 1)	237	Nov 77	Disposal Units	160	Jun 71
— (Part 2)	238	Dec 77	Knitted Outerwear: Men's	160	Jun 71
—: Garden	167	Jan 72	Knitwear	223	Sep 76
—: Kitchen (Part 1)	223	Sep 76	— Market by Sector	226	Dec 76
(Part 2)	224	Oct 76	—		
—: Knockdown (DIY Part 4)	185	Jul 73	Ladies' Hosiery	229	Mar 77
—: Polish	155	Jan 71	Lager	213	Nov 75
Future of Department Stores	202	Dec 74	Lamb and Mutton	182	Apr 73
Future of Superstores	181	Mar 73	Laminates: Decorative	143	Jan 70
Games and Sports Equipment (Part 1)	201	Nov 74	Laundrettes	160	Jun 71
(Part 2)	204	Feb 75	—	228	Feb 77
Garden Furniture	167	Jan 72	Laundries and Dry Cleaners	167	Jan 72
Gardening Products: (Part 1)	207	May 75	—	237	Nov 77
(Part 2)	208	Jun 75	Lighters: Cigarette	147	May 70
Girls' Clothes	180	Feb 73	—	257	Jul 79
Glass Drinkware	252	Feb 79	Lighting & Fuel (Domestic)	189	Nov 73
Gramophone Records	159	May 71	Lighting (Domestic)	250	Dec 78
—	200	Oct 74	Lipstick	169	Mar 72
Grocery Trade: Sales Promotion in	253	Mar 79	—	234	Aug 77

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Liqueurs and Spirits	153	Nov 70	Nuts	199	Sep 74
Liquid Milk	158	Apr 71	Oils and Fats: Cooking	148	Jun 70
— (Part 1)	218	Apr 76	Out of Town Retailing	166	Dec 71
— (Part 2)	219	May 76	Outerwear: Men's	150	Aug 70
—			—	211	Sep 75
Magazines: Women's	179	Jan 73	Own Branding in Grocery Trade	166	Dec 71
Magazines: Consumer	187	Sep 73	Packaged Instant Desserts	203	Jan 75
Make-Up and Face Powder	170	Apr 72	—	234	Aug 77
Manicure Preparations	169	Mar 72	Packaging:		
Margarine	143	Jan 70	— Aerosols	165	Nov 71
Margarine and Butter	161	Jul 71	— Concepts in	160	Jun 71
—	221	Jul 76	Packeted Cheese	156	Feb 71
Marketing of Fatstock and Meat	183	May 73	Paint	173	Jul 72
— (Part 1)	184	Jun 73	—	225	Nov 76
Marketing of Grocery Products:			Paint and Wallpaper (DIY Part 3)	184	Jun 73
Trends	251	Jan 79	Pasta	219	May 76
Marketing New Products	149	Jul 70	Pepper, Spices and Herbs	228	Feb 77
Marmalade: and Jam	153	Nov 70	Perfume and Cologne	170	Apr 72
—	197	Jul 74	—	236	Oct 77
Meat: Canned	230	Apr 77	Pet Foods	145	Mar 70
Meat: Delicatessen	190	Dec 73	—	232	Jun 77
Meat and Fatstock: Marketing of	217	Mar 76	Petrol Retailing	162	Aug 71
— (Part 1)	183	May 73	Photographic: Films	146	Apr 70
— (Part 2)	184	Jun 73	—: Still Cameras	158	Apr 71
Meat and Vegetable Extracts	154	Dec 70	Pianos	221	Jul 76
Mechanics of Distribution	215	Jan 76	Pickles and Sauces	236	Oct 77
— (Part 1)	217	Mar 76	Pigmeat	180	Feb 73
— (Part 2)	163	Sep 71	Pipe Tobacco	173	Jul 72
Medicines: Household (Part 1)	164	Oct 71	Plasters	154	Dec 70
— (Part 2)	249	Nov 78	Plugs and Other Accessories	171	May 72
— (Part 1)	250	Dec 78	Polishes: Floor and Furniture	155	Jan 71
— (Part 2)			—: Household	243	May 78
Men's			Population Trends in the UK	172	Jun 72
Knitted Outerwear: and			Potato Crisps	191	Jan 74
Children's	160	Jun 71	—	243	May 78
Outerwear	150	Aug 70	Powder: Face and Make Up	170	Apr 72
—	211	Sep 75	Prepared Pet Food	145	Mar 70
—: Socks: and Stockings	147	May 70	—	232	Jun 77
— Suits	150	Aug 70	Preserves	230	Apr 77
— Toiletries	240	Feb 78	Pricing of Consumer Goods	163	Sep 71
Milk: Liquid	158	Apr 71	Private Branding in Grocery Trade	168	Feb 72
— (Part 1)	218	Apr 76	Product Introduction	149	July 70
— (Part 2)	219	May 76	Promotion: In the Grocery Trade, Sales	252	Feb 79
Mopeds and Scooters	197	Jul 74	Radios	200	Oct 74
Mutton and Lamb	182	Apr 73	—: Audio Equipment (Part 1)	251	Jan 79
NAAFI	195	May 74	Razor Blades	155	Jan 71
Nail Varnish	234	Aug 77	—	196	Jun 74
Natural Cheese	155	Jan 71	Ready-to-Eat Breakfast Cereals	152	Oct 70
—	210	Aug 75	—	238	Dec 77
New Product Introduction	149	Jul 70	Record Players	148	Jun 70
Newspaper—Confectioner—			—: Audio Equipment (Part 2)	252	Feb 79
Tobacconist Shops	175	Sep 72	Records: The UK Industry	200	Oct 74
Newspapers	157	Mar 71	— and Tapes	242	Apr 78
—	233	Jul 77	Refrigerators	147	May 70
Non-Carbonated Soft Drinks	257	Jul 79	—	233	Jul 77
Non-Food Retailing in Supermarkets:			Refrigerated Desserts	162	Aug 71
Growth of	180	Feb 73	Retail Distribution of		
Nursery Market	176	Oct 72	Frozen Food	198	Aug 74

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Retail Productivity	172	Jun 72	Stamps Trading	154	Dec 70
Retail Stock Turnover	164	Oct 71	Stainless Steel Holloware	156	Feb 71
Retailer: Small Shopkeeper	188	Oct 73	Stationery and Writing Materials	186	Aug 73
—: Responses to the Sugar Shortage	202	Dec 74	—	240	Feb 78
Retailing:			Still Cameras	158	Apr 71
Christmas Season	143	Jan 70	Stockings: and Socks	147	May 70
—: Credit Trading	192	Feb 74	—: Ladies' Hosiery	229	Mar 77
—: Economies of Scale	175	Sep 72	Store Security	161	Jul 71
—: Electrical	193	Mar 74	Sugar	144	Feb 70
—: Financial Development of	186	Aug 73	—: The Industry in the UK	199	Sep 74
—: Labour in	187	Sep 73	— Shortage: Retailer Response to	202	Dec 74
—: Out of Town	166	Dec 71	Sugar and Chocolate Confectionery	152	Oct 70
—: Regional Patterns of	189	Nov 73	—	201	Nov 74
—			—	237	Nov 77
Sales Promotion in the Grocery Trade	252	Feb 79	Suits: Men's and Outerwear	150	Aug 70
Salt	149	Jul 70	Supermarkets: Growth of Non-Food	180	Feb 73
Sanitary Protection	246	Aug 78	Retailing	181	Mar 73
Sauces and Pickles	236	Oct 77	Superstores: Future of		
Sausages	209	Jul 75			
—	246	Aug 78			
Savoury Snacks	244	Jun 77	Table Cutlery	202	Dec 74
Scooters: Mopeds and	197	Jul 74	Table Wine	165	Nov 71
Sewing Machines: Domestic	208	Jun 75	—	191	Jan 74
Shavers: Electric	152	Oct 70	—	225	Nov 76
—	239	Jan 78	Tableware: China, Pottery and Glass		
Shaving and After Shave Products	153	Nov 70	— (Part 1)	206	Apr 75
Shopping Centres	182	Apr 73	— (Part 2)	207	May 75
— Pedestrianised	190	Dec 73	Tape Recorders	144	Feb 70
Shopkeepers: Small	188	Oct 73	—: Audio Products (Part 3)	253	Mar 79
Shop Numbers	176	Oct 72	Tapes and Records	242	Apr 78
Shrink Wrapping: Development of	178	Dec 72	Tea	148	Jun 70
Site Assessment for Retail Outlets	178	Dec 72	—	168	Feb 72
Skin Care Products and Face Creams	170	Apr 72	—	212	Oct 75
—	235	Sep 77	—	250	Dec 78
Slimming Foods (Part 1)	151	Sep 70	Television: Advertising	143	Jan 70
(Part 2)	157	Mar 71	Television Sets (Part 1)	216	Feb 76
Smoking: Changing Patterns in	172	Jun 72	— (Part 2)	217	Mar 76
Snacks: Savoury	244	Jun 77	Tents: Camping Equipment	159	May 71
Soap: Toilet	216	Feb 76	Tissues: Soft	243	May 78
Socks and Stockings	147	May 70	Tobacco: Cigarettes and Hand Rolling	212	Oct 75
Soft Drinks: Carbonated	176	Oct 72	—: Pipe	173	Jul 72
—	214	Dec 75	Tobacconist-Confectioner-News-		
—	251	Jan 79	paper Shops	175	Sep 72
—: Concentrated	214	Dec 75	Toiletries	156	Feb 71
—: Non-Carbonated	257	Jul 79	—: Men's	240	Feb 78
Soft Tissues	243	May 78	Toilet Soap	216	Feb 76
Sound Reproduction Systems (Part 1)	210	Aug 75	Toilet Water and Perfume	170	Apr 72
(Part 2)	211	Sep 75	Toothpaste	162	Aug 71
—	251	Jan 75	—	198	Aug 74
— (Part 1) Radios	252	Feb 75	Toys	231	May 77
— (Part 2) Hi fi	253	Mar 75	— (Part 1)	178	Dec 72
— (Part 3) Tape recorders	166	Dec 71	— (Part 2)	219	May 76
Soup	204	Feb 75	Trading Stamps	220	June 76
—	253	Mar 79	Travel Agents	154	Dec 70
Space Allocation in Retail Stores	179	Jan 73	Trousers: Women's	205	Mar 75
Spices, Pepper and Herbs	228	Feb 77	Typewriters	177	Nov 72
Spirits Consumption: Trends in	193	Mar 74	—	174	Aug 72
Spirits and Liqueurs	153	Nov 70	Tyres	257	Jul 79
Spirits: Review of UK Trade	222	Aug 76	—	153	Nov 70
Sports and Games Equipment:				235	Sep 77
(Part 1)	201	Nov 74	US Retailing		
(Part 2)	204	Feb 75		255	May 79

---

	Issue	Date
Vacuum Cleaners	157	Mar 71
—	209	Jul 75
VAT: Early Planning for	173	Jul 72
Veal and Beef	181	Mar 73
Vegetables: Canned	171	May 72
—	249	Nov 78
Vegetables and Meat Extracts	154	Dec 70
Vegetables and Fruit: Fresh	151	Sep 70
Vending: Automatic	203	Jan 75
Wallpaper	224	Oct 76
— and Paint (DIY Part 3)	184	Jun 73
Washing Machines	177	Nov 72
—	222	Aug 76
Washing Products	241	Mar 78
Waste Disposal Units	160	Jun 71
Watches and Clocks	191	Jan 74
Wet Fish	234	Aug 77
Wholesaling: Trends	168	Feb 72
Wines: Fortified (Part 1)	169	Mar 72
— (Part 2)	170	Apr 72
— (Part 1)	222	Aug 76
— (Part 2)	224	Oct 76
—: Table	165	Nov 71
—	191	Jan 74
—	225	Nov 76
Women's Magazines	179	Jan 73
— Trousers	177	Nov 72
Wood (DIY Part 4)	185	Jul 73
Writing Materials and Stationery	240	Feb 77
Yoghurt	161	Jul 71
—	208	Jun 75

# Subject index

Lists Special Reports

## Food

	Issue	Date		Issue	Date
Baby Foods	213	Nov 75	—: Wet	188	Oct 73
Bacon	164	Oct 71	Fresh Fruit and Vegetables	234	Aug 77
—	241	Mar 78	— (Part 1)	151	Sep 70
Bakery and Traditional Desserts	157	Mar 71	— (Part 2)	184	Jun 73
Beef and Veal	181	Mar 73	Frozen Fish	185	Jul 73
Biscuits	196	Jun 74	Frozen Food	148	Jun 70
—	241	Mar 78	—	188	Oct 73
Bread	143	Jan 70	Frozen Food: Retail Distribution of	227	Jan 77
—	176	Oct 72	Fruit: Canned	198	Aug 74
—	220	Jun 76	Health Foods	247	Sep 78
Breakfast Cereals: Ready-to-Eat	152	Oct 70	—	163	Sep 71
—	238	Dec 77	Herbs, Pepper and Spices	213	Nov 75
Broiler Chickens	189	Nov 73	Honey	228	Feb 77
Butter and Margarine	161	Jul 71	— Marmalade and Jam	163	Sep 71
—	221	Jul 76	—	197	Jul 74
Cakes	151	Sep 70	Ice Cream	230	Apr 77
—	192	Feb 74	Jam and Marmalade	197	Jul 74
and Pastries	246	Aug 78	—	153	Nov 70
Canned Fish	193	Mar 74	— and Honey	197	Jul 74
Canned Fruit	168	Feb 72	Margarine	230	Apr 77
—	193	Mar 74	Margarine and Butter	143	Jan 70
Canned Meat	190	Dec 73	Marmalade and Jam	161	Jul 71
Canned Milk Puddings	157	Mar 71	—	221	Jul 76
and Traditional Desserts	171	May 72	— and Honey	153	Nov 70
Canned Vegetables	249	Nov 78	Meat: Delicatessen	197	Jul 74
—	152	Oct 70	Meat and Vegetable Extracts	230	Apr 77
Cereals: Ready-to-Eat Breakfast	155	Jan 71	Mutton and Lamb	154	Dec 70
Cheese: Natural	210	Aug 75	Natural Cheese	182	Apr 73
—	156	Feb 71	—	155	Jan 71
—: Packeted and Processed	189	Nov 73	Nursery Market	210	Aug 75
Chickens: Broiler	152	Oct 70	Nuts	176	Oct 72
Confectionery: Sugar and Chocolate	201	Nov 74	Pasta	199	Sep 74
—	235	Sep 77	Pepper, Spices and Herbs	219	May 76
Convenience Desserts	149	Jul 70	Preserves	228	Feb 77
Cooking Oils and Fats	148	Jun 70	Processed Cheese	230	Apr 77
—	244	Jun 78	Packaged Instant Desserts	156	Feb 71
Cream	194	Apr 74	—	203	Jan 75
Crisps	243	May 78	Pet Foods	234	Aug 77
Dairy Products: Milk	158	Apr 71	—	145	Mar 70
Delicatessen Meat	217	Mar 76	Pickles and Sauces	232	Jun 77
Desserts: Convenience	149	Jul 70	Pigmeat	236	Oct 77
—: Bakery and Traditional	157	Mar 71	Potato Crisps	180	Feb 73
—: Refrigerated	162	Aug 71	—	191	Jan 74
—: Packaged Instant	203	Jan 75	Prepared Pet Food	243	May 78
Easter Eggs	194	Apr 74	—	145	Mar 70
Eggs	182	Apr 73	—	232	Jun 77
—	229	Mar 77	Ready-to-Eat Breakfast Cereal	152	Oct 70
Fats and Cooking Oils	148	Jun 70	Refrigerated Desserts	162	Aug 71
Flour	143	Jan 70	Salt	149	Jul 70
—	167	Jan 72	Sauces and Pickles	236	Oct 77
Fresh Fish	252	Feb 79			
	146	Apr 70			

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Sausages	209	Jul 75	Soft Drinks: Carbonated	176	Oct 72
—	246	Aug 78	—	214	Dec 75
Savoury Snacks	244	Jun 78	—	251	Jan 79
Slimming Foods: (Part 1)	151	Sep 70	—: Concentrated	214	Dec 75
— (Part 2)	157	Mar 71	—: Non-Carbonated	257	Jul 79
Soup	166	Dec 71	Spirits and Liqueurs	153	Nov 70
—	204	Feb 75	—: Review of UK Trade	222	Aug 76
—	253	Mar 79	—: Trends in Consumption	193	Mar 74
Spices, Pepper and Herbs	228	Feb 77			
Sugar	144	Feb 70	Tea	148	Jun 70
—: The Industry in the UK	199	Sep 74	—	168	Feb 72
— Shortage, Retailer responses to	202	Dec 74	—	212	Oct 75
Sugar and Chocolate Confectionery	152	Oct 70	—	250	Dec 78
—	201	Nov 74	Tobacco: Pipe	173	Jul 72
—	237	Nov 77	Wines: Fortified (Part 1)	169	Mar 72
Vegetable and Meat Extracts	154	Dec 70	(Part 2)	170	Apr 72
Vegetables: Fresh	151	Sep 70	—: (Part 1)	222	Aug 76
— (Part 1)	184	Jun 73	—: (Part 2)	224	Oct 76
— (Part 2)	185	Jul 73	—: Table	165	Nov 71
Vegetables: Canned	171	May 72	—	191	Jan 74
—	249	Nov 79	—	225	Nov 76
Yogurt	161	Jul 71			
—	208	Jun 75	<b>Clothing and Footwear</b>		
<b>Drink and Tobacco</b>			Dress Fabrics	211	Sep 75
Beer	226	Dec 76	Dresses: The Women's Market	186	Aug 73
—: Bottled, Canned and Draught	146	Apr 70	Footwear	152	Oct 70
Brewing and the U.K. Beer Market	—	—	—	206	Apr 75
— (Part 1)	174	Aug 72	—	254	Apr 79
— (Part 2)	175	Sep 72	Girls' Clothes	180	Feb 73
Carbonated Soft Drinks	176	Oct 72	Jeans	216	Feb 76
—	214	Dec 75			
—	251	Jan 79	Knitted Outerwear: Men's	160	Jun 71
Cider	195	May 74	Knitwear	223	Sep 76
—	254	Apr 79	— Market by Sector	226	Dec 76
Cigarettes and Cigars	150	Aug 70	Ladies' Hosiery	229	Mar 77
Cigarettes and Hand Rolling Tobacco	212	Oct 75			
Cigars	215	Jan 76	Men's:		
Coffee	213	Nov 75	— Knitted Outerwear	160	Jun 71
— Instant	169	Mar 72	— Outerwear	150	Aug 70
—	244	Jun 78	—	211	Sep 75
Concentrated Soft Drinks	214	Dec 75	— Suits	150	Aug 70
—	257	Jul 79			
Drinking Habits: Changing Patterns of	192	Feb 74	Nursery Market	176	Oct 72
Fruit Juices	215	Jan 76	Socks and Stockings	147	May 70
—	255	May 79	Stockings	147	May 70
Lager	213	Nov 75	—	229	Mar 77
Liqueurs and Spirits	153	Nov 70	Suits: Men's	150	Aug 77
Milk: Liquid	158	Apr 71	Women's Trousers	177	Nov 72
— (Part 1)	218	Apr 76			
— (Part 2)	219	May 76			
Pipe Tobacco	173	Jul 72	<b>Chemists' and Toilet Goods</b>		
Smoking: Changing Patterns in	172	Jun 72	After Shave Lotions and Shave Creams	153	Nov 70
			Bath Additives	231	May 77

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Cologne and Perfume	170	Apr 72	—	198	Aug 74
Contraceptives	210	Aug 75	—	231	May 77
Cosmetics:					
(Part 1—Introduction)	167	Jan 72			
— (Part 2—Lipstick)					
Manicure Preparations				210	Aug 75
Eye Make Up)	169	Mar 72		211	Sep 75
— (Part 3—Face Cream and Skin Care Products				251	Jan 79
Perfumes and Toilet Waters				252	Feb 79
Make Up and Face Powder)	170	Apr 72		253	Mar 79
— (Part 1) Lips, eyes, nails	234	Aug 77			
— (Part 2) Skin make-up	235	Sep 77			
— (Part 3) Face care products	236	Oct 77			
— (Part 4) Perfume	236	Oct 77			
Denture Cleaners	231	May 71			
Electric Shavers	152	Oct 70		174	Aug 72
Eye Make-Up	169	Mar 72		144	Feb 70
Face Creams and Skin Care Products	170	Apr 72		158	Apr 71
Face Powder	170	Apr 72		145	Mar 70
Films: Photographic	146	Apr 70			
First-aid Dressings	154	Dec 70			
Hair Care Market	207	May 75			
— Products (Part 1)	247	Sep 78		206	Apr 75
(Part 2)	248	Oct 78		207	May 75
Hairdressers	195	May 74		147	May 70
—	230	Apr 77		257	Jul 79
Lipstick	169	Mar 72			
—	234	Aug 77		242	Apr 78
Make-Up	170	Apr 72		191	Jan 74
—	235	Sep 77		151	Sep 70
Manicure Preparations	169	Mar 72		218	Apr 76
Medicines: Household (Part 1)	163	Sep 71		209	Jul 75
— (Part 2)	164	Oct 71		202	Dec 74
— (Part 1)	249	Nov 78			
— (Part 2)	250	Dec 78			
Men's Toiletries	240	Feb 78			
Perfume and Toilet Waters	170	Apr 72			
—	236	Oct 77			
Photographic Films	146	Apr 70			
Razor Blades	155	Jan 71			
—	196	Jun 74			
Sanitary Protection	246	Aug 78			
Shavers: Electric	152	Oct 70			
Shaving Market:					
Shaving Creams and After Shave Lotions	153	Nov 70			
Soft Tissues	243	May 78			
Toilet Soap	216	Feb 76			
Toothpaste	162	Aug 71			
<b>Household and Gardening</b>					
Audio Equipment (Part 1)				210	Aug 75
— (Part 2)				211	Sep 75
— (Part 1)				251	Jan 79
— (Part 2)				252	Feb 79
— (Part 3)				253	Mar 79
Batteries: Dry Cell				194	Apr 74
—				239	Jan 78
Bed Linen				229	Mar 77
Beds				204	Feb 75
Blankets				196	Jun 74
—: Electric				163	Sep 71
—				205	Mar 75
Car Accessories				174	Aug 72
Car Polishes and Shampoos				144	Feb 70
Carpets				158	Apr 71
Central Heating				145	Mar 70
China, Pottery and Glass Tableware					
— (Part 1)				206	Apr 75
— (Part 2)				207	May 75
Cigarette Lighters				147	May 70
—				257	Jul 79
Cleaning Products				242	Apr 78
Clocks and Watches				191	Jan 74
Cookers				151	Sep 70
—				218	Apr 76
Cut Flowers				209	Jul 75
Cutlery: Table				202	Dec 74
Deep Freezers				159	May 71
Detergents: Synthetic and Soap				161	Jul 71
Dishwashers				179	Jan 73
—				227	Jan 77
Dishwashing Products				240	Feb 78
Disinfectants: Household				254	Apr 79
Do-It-Yourself (Part 1)				182	Apr 73
— (Part 2) Handtools				183	May 73
— (Part 3) Materials				184	Jun 73
— (Part 4) Wood				185	Jul 73
Domestic Freezers				199	Sep 74
—				232	Jun 77
Domestic Insecticides				165	Nov 71
Domestic Lighting				250	Dec 78
Domestic Washing Machines				177	Nov 72
Drinkware: Glass				252	Feb 79
Electric Blankets				163	Sep 71
—				205	Mar 75
Electric Food Mixers				181	Mar 73
Electric Lamps				144	Feb 70
Electric Plugs and Other Accessories				171	May 72
Electric Shavers				152	Oct 70
—				239	Jan 78
Floorcoverings				159	May 71
Flowers				209	Jul 75
Food Mixers: Electric				181	Mar 73

	<b>Issue</b>	<b>Date</b>		<b>Issue</b>	<b>Date</b>
Food Processors	249	Nov 78	— (Part 2)	252	Feb 79
Freezers	159	May 71	— (Part 3)	253	Mar 79
—: Home	199	Sep 74	Stainless Steel Holloware	156	Feb 71
	232	Jun 77			
Fuel & Lighting: Domestic	189	Nov 73	Table Cutlery	202	Dec 74
Furnishing Fabrics	214	Dec 75	Tape Recorders	144	Feb 70
Furniture (Part 1)	205	Mar 75	—: Audio Products (Part 3)	253	Mar 79
— (Part 2)	206	Apr 75	Tapes and Records	242	Apr 78
— (Part 1)	237	Nov 77	Television Sets (Part 1)	216	Feb 76
— (Part 2)	238	Dec 77	— (Part 2)	217	Mar 76
—: Garden	167	Jan 72	Toys (Part 1)	219	May 76
—: Kitchen (Part 1)	223	Sep 76	— (Part 2)	220	Jun 76
— (Part 2)	224	Oct 76	Typewriters	174	Aug 72
—: Knockdown (DIY Part 4)	185	Jul 73	—	257	Jul 79
Garden Furniture	167	Jan 72	Tyres	153	Nov 70
Gardening Products: (Part 1)	207	May 75	—	235	Sep 77
— (Part 2)	208	Jun 75	Vacuum Cleaners	157	Mar 71
Glass Drinkware	252	Feb 79	—	209	Jul 75
Handtools (DIY Part 2)	183	May 73	Wallpaper	224	Oct 76
Heating: Central	145	Mar 70	— and Paint (DIY Part 3)	184	Jun 73
Holloware: Stainless Steel	156	Feb 71	Washing Machines	177	Nov 72
Home Freezers	199	Sep 74	—	222	Aug 76
—	232	Jun 77	Washing Products	241	Mar 78
Household Polishes	243	May 78	Waste Disposal Units	160	Jun 71
Household Disinfectants	254	Apr 79	Watches and Clocks	191	Jan 74
Houseplants	183	May 73	Wood (DIY Part 4)	185	Jul 73
Insecticides: Domestic	165	Nov 71			
Kitchen Furniture (Part 1)	223	Sep 76	<b>Stationery, Recreation and Services</b>		
— (Part 2)	224	Oct 76	Bicycles	171	May 72
Kitchen Gadgets: Waste Disposal Units	160	Jun 71	—	232	Jun 77
Laminates: Decorative	143	Jan 70	Book Clubs	198	Aug 74
Lighting & Fuel (Domestic)	189	Nov 73	Books: (Part 1)	149	Jul 70
Lighting: Domestic	250	Dec 78	— (Part 2)	150	Aug 70
Mopeds and Scooters	197	Jul 74	Calculators	203	Jan 75
Paint	173	Jul 72	—: Hand-held	245	Jul 78
—	225	Nov 76	Cameras: Still	158	Apr 71
Paint and Wallpaper: (DIY Part 3)	184	Jun 73	Camping and Camping Equipment	159	May 71
Pianos	221	Jul 76	Camping Equipment	228	Feb 77
Plugs: Electric and Other Accessories	171	May 72	Car Entertainment: In-	245	Jul 78
Polishes: Floor and Furniture	155	Jan 71	Car Hire: Selfdrive	247	Sep 78
—: Household	243	May 78	Catering: Annual Review of	220	Jun 76
Radios	200	Oct 74	—	238	Dec 77
—: Audio Products (Part 1)	251	Jan 79	— Future of Hotel and Catering Industry	255	May 79
Record Players	148	Jun 70	Cinemas	146	Apr 70
—: Audio Products (Part 2)	252	Feb 79	—	145	Mar 70
Records and Tapes	242	Apr 78	—	177	Nov 72
Refrigerators	147	May 70	Discotheques	253	Mar 79
—	233	Jul 77	Dry Cleaners and Laundries	166	Dec 71
Sewing Machines: Domestic	208	Jun 75	—	167	Jan 72
Shavers: Electric	239	Jan 78	Games and Sports Equipment	237	Nov 77
Sound Reproduction Systems (Part 1)	210	Aug 75	— (Part 1)	201	Nov 74
— (Part 2)	211	Sep 75	— (Part 2)	204	Feb 75
— (Part 1)	251	Jan 79	Gramophone Records	159	May 71

	Issue	Date		Issue	Date
— and Tapes	200	Oct 74	Direct Selling	154	Dec 70
	242	Apr 78	Distribution: The Mechanics of		
Hairdressers	195	May 74	— (Part 1)	215	Jan 76
—	230	Apr 77	— (Part 2)	217	Mar 76
Holidays:			Electrical Retailing	193	Mar 74
Camping Equipment	159	May 71			
— Travel Agents	205	Mar 75	Financial Development of Retailing	186	Aug 73
Hotels: Future of the Hotel and Catering Industry	146	Apr 70	Food Brokers & Distribution Selling		
Laundrettes	160	Jun 71	— (Part 1)	187	Sep 73
—	228	Feb 77	— (Part 2)	190	Dec 73
Laundries and Dry Cleaners	167	Jan 72	Frozen Food: Retail Distribution of	198	Aug 74
—	237	Nov 77			
Magazines: Women's Magazines: Consumer	179	Jan 73	Labour in Retailing	187	Sep 73
	187	Sep 73	NAAFI	195	May 74
Newspapers	157	Mar 71	Out of Town Retailing	166	Dec 71
—	233	Jul 77	Private Branding in the Grocery Trade	166	Dec 71
Petrol Retailing	162	Aug 71	Regional Patterns of Retailing	189	Nov 73
Photographic:			Retail Distribution of Frozen Foods	198	Aug 74
— Films	146	Apr 70	Retail Outlets: Site Assessment of	178	Dec 72
— Still Cameras	158	Apr 71	Retail Stock Turnover	164	Oct 71
Radios	200	Oct 74	Retailer Responses to the Sugar Shortage	202	Dec 74
—: Audio Equipment (Part 1)	251	Jan 79			
Records and Tapes	242	Apr 78	Shop Numbers	176	Oct 72
Sports and Games Equipment (Part 1)	201	Nov 74	Shopping Centres:		
— (Part 2)	204	Feb 75	Pedestrian Precincts	190	Dec 73
Store Security	161	Jul 71	Shopkeepers: Small	188	Oct 73
Tape Recorders	144	Feb 70	Store Security	161	Jul 71
—: Audio Equipment (Part 3)	253	Mar 79	Sugar Shortage: Retailer Response to	202	Dec 74
Tents, Caravans, etc	159	May 71	Superstores: Future of	181	Mar 73
Toys	178	Dec 72			
— (Part 1)	219	May 76	Trading Stamps	154	Dec 70
— (Part 2)	220	Jun 76	Travel Agents	205	Mar 75
Travel Agents	205	Mar 75	US Retailing	255	May 79
Vending: Automatic	203	Jan 75	Wholesaling: Trends	168	Feb 72
Women's Magazines	179	Jan 73	<b>Marketing</b>		
Writing Materials and Stationery	186	Aug 73	Advertising: Television	143	Jan 70
—	240	Feb 78	Automatic Vending	203	Jan 75
<b>Distribution</b>					
Automatic Vending	203	Jan 75	Consumer Credit Act	196	Jun 74
Cash and Carry	164	Oct 71	—	221	Jul 76
—	200	Oct 74	Consumer Expenditure Patterns	170	Apr 72
— (Part 1)	225	Nov 76	Consumer Goods Pricing	163	Sep 71
— (Part 2)	226	Dec 76	Credit Cards	155	Jan 71
—	248	Oct 78	Credit Trading	192	Feb 74
Christmas Retailing	143	Jan 70	Economies of Scale in Retailing	175	Sep 72
Confectioner—Tobacconist—Newspaper Shops	175	Sep 72	Growth of Non-Food Marketing in Supermarkets	180	Feb 73
Department Stores: Future of	202	Dec 74	Marketing of Fatstock and Meat in the UK (Part 1)	183	May 73
			— (Part 2)	184	Jun 73

**Issue      Date**

**Marketing of Grocery Products:**

Trends	251	Jan 79
Marketing New Products	149	Jul 70

Nursery Market                    176      Oct 72

Population Trends in the U.K.    172      Jun 72  
 Private Branding in the Grocery Trade    166      Dec 71  
 Product Introduction                    149      Jul 70

Retail Productivity                172      Jun 72

Sales Promotion in the Grocery Trade    253      Mar 79  
 Site Assessment for Retail Outlets      178      Dec 72  
 Space Allocation in Retail Stores      179      Jan 73

Trading Stamps                    154      Dec 70

VAT: Early Planning for            173      Jul 72

**Packaging**

Aerosols                          165      Nov 71

Concepts of Packaging—3 Case  
Studies                          160      Jun 71

Shrink Wrapping: Development of    178      Dec 72

**Company Profiles**

Marks and Spencer Ltd	248	Oct 78
The Boots Co Ltd	249	Nov 78
British Home Stores Ltd	250	Dec 78
Associated British Foods Ltd	251	Jan 79
Associated Dairies Ltd	252	Feb 79
FW Woolworth and Co Ltd	253	Mar 79
Mothercare Ltd	254	Apr 79
Comet Radiovision Services Ltd	255	May 79
J Hepworth and Son Ltd	256	Jun 79
Kwik Save Discount Group Ltd	257	Jul 79



The EIU is an international economic research and management consultancy organisation which was founded in 1946 and is a subsidiary of The Economist Newspaper Ltd. Unless the client wishes otherwise, all work is strictly confidential to the client who has commissioned it.

## EIU Research and Consultancy Services

The following are the main fields in which the EIU works:

### ECONOMIC STUDIES

Economic analyses and forecasts  
Economic integration  
Economic modelling  
International trade and finance  
Socio/political analysis

### MARKETS AND MARKETING

Market selection  
Market appraisal  
Marketing policies  
Distribution

### MULTI-CLIENT RESEARCH

### FINANCIAL

#### AND FISCAL STUDIES

Project evaluation  
Taxation and fiscal matters  
Analysis of company performance  
Investment policy  
Property development

### MANAGEMENT CONSULTANCY

Management structure and methods  
Development of corporate strategy  
Diversification, acquisition and location  
Personnel selection

### DEVELOPMENT PLANNING AND PROJECT APPRAISAL

Resource surveys and optimisation analyses  
Agricultural, fishery and forestry studies  
General industrial surveys and project appraisal  
Tourism potential and projects  
Regional/urban development and planning studies  
Trade and markets - including regional common markets  
Health services

### ENERGY

Demand/supply studies  
Project appraisal  
Energy planning  
Financial and pricing studies

### TRANSPORT

Comprehensive transport studies  
Road, rail and waterway studies  
Maritime studies  
Air transport and airports  
User studies

## The Economist Intelligence Unit Ltd

### LONDON HEADQUARTERS

Spencer House, 27 St James's Place,  
London SW1A 1NT

Telephone 01-493 6711 Telex 266353

### EUROPE, REGIONAL OFFICE

The Economist Intelligence Unit  
(Europe) SA  
137-Bte 5 Avenue Louise  
B-1050 Brussels

Telephone 02-538 29 30

Other offices, associate companies  
representatives are located in:

Argentina Australia Brazil Canada Chile Colombia  
Cyprus Ecuador Egypt El Salvador Finland France  
Germany Greece Hong Kong India Ireland Italy  
Japan Kenya Lebanon Malaysia Mexico Nigeria  
Norway Paraguay Peru Philippines Portugal  
Saudi Arabia Singapore South Africa South Korea  
Spain Sri Lanka Sweden Turkey

USA: NEW YORK CHICAGO SAN FRANCISCO



